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# Adoption of Twitter in Finland:

The young Finnish speakers

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<p>Twitter has made advances in the world for past two years and keeps raising the number of user accounts constantly all over the world. Many companies have taken advantage of this consumer movement to a new social media form introduced in 2006. Twitter offers different kinds of obstacles for companies compared to other social media tools being one of the tools where the information expires in a fast pace. The compact, yet effective communication tool is inviting every kind of discussion in real time for users all over the world. All the content is public and users can collect thousands or even million followers to read their tweets daily.</p> <p>In Finland Twitter has not achieved the similar popularity as in the world. The study focuses on discussing the reasons according to diffusion process, characteristics accelerating adoption and the tipping point theory as well as tackling the cultural aspects of Finland and their effects on adoption of innovation and the speed of the process. The focus is on the young Finnish speakers.</p> <p>The survey conducted for the study offers insights to the use and the lack of use of Twitter by young Finnish speaker. The aim is to find behavior patterns in the use of Twitter as well as find out the reasons why Twitter does not have more users. The conclusion and recommendations offer some recommendations for Finnish companies using or planning on using Twitter in the future as a part of their social media plan.</p>	
Keywords	Twitter; Finland; Diffusion and Adoption; Finnish culture; Tipping Point; Social Media

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## **1 1. Introduction**

### **1.1 Purpose**

Many companies all over the world are using social media as a communication tool for their brand. There are many different ways of using it, and different industries and companies have utilized social media for different purposes (White, 2009, pp.15-15). Because of the increasing importance of social media for branding (ibid 2009) companies are trying to spread their influence across different social media networking tools.

Finnish users are lagging behind in the development of social media and, on average, are adopting the tools later than the rest of the world (Kauppalehti, 2009b), and the same phenomenon seems to be happening with the microblogging website Twitter. As Finnish companies are starting to find their way through the social web, their heads are starting to turn to the Twitter service which has shown increasing interest amongst consumers in the United States as well as elsewhere in the world (Semiocast, 2012). This fast phased social media network tool (Bosker, 2010) has collected over 500 million users (Semiocast, 2012) since its start in 2006 (LÄHDE) so it is not surprising that companies want to optimize this tool for their own use to have better reach its customers.

For companies to be able to reach their customers through Twitter their customers need to be using Twitter. Therefore, this paper focuses on identifying the usage of Twitter by the Finnish consumers focusing on the younger, more Internet savvy users. The theory part focuses on the adoption of innovation relating it to Twitter and Finnish people as adopters.

As the paper revolves around the Twitter usage of Finnish people, a simple way of gaining insight to the topic is to ask about it from them. As the writer is interested in knowing if there are Twitter users and their motives behind their use or lack of use of the website in order to find recommendations for companies over using Twitter, the primary research is conducted as an online survey focusing on the motives.

## 1.2 What is Twitter?

"Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting" (Twitter, 2013), Twitter describes itself on their website. Twitter is in 2006 founded (Hirvonen, 2013) microblog website where users can post their thoughts in 140 characters for everybody to see, read and share (Weber, 2009, p.178-180; Twitter, 2013). A Single post on Twitter is called a tweet, and it can include links, pictures and videos that a user wants to share with anyone interested in the topic, although sharing is not required and the user can only follow conversations (Hirvonen, 2013; Twitter, 2013). Effectively Twitter is part of the social media scenery and can be defined as online word-of-mouth communication tool (Chaffey, Ellis-Chadwick, Mayer and Johnson, 2009, p.504).

### 1.2.1 Interacting in Twitter

Each Twitter user has their own page where different information about the user can be seen, for example the user's bio which is a short description of the user, all the tweets written and retweeted by the user, followers and the accounts followed by the user, tweets which have been marked as favorites by the user and different lists of accounts which the user is following or has created (figure 1).



Figure 1. User profile on Twitter.

#### 1.2.1.1 Hashtags and mentions

To track conversations on Twitter tweets often contain a hash mark (#) also known as a hashtag (Aharony, 2012). Twitterers use this to identify the topics of the tweet for anyone interested in to topic to find. However it is important to note that hashtags are often overused which can easily affect the quality of search results and leave important results out of sight (Bodnar and Cohen, 2012, p.114-115). A study by Argyle Social referenced by Bodnar and Cohen (2012, p.115) also shows that tweet without a hashtag are more likely to receive clicks than one with them. This way any registered user can

follow a conversation, and if the tweet is a reply to another user, "@" is used before the username of the person it is meant for as shown in figure 2 (Aharony. 2012). These replies will not show in the tweet feed unless a user is subscribed to both users (Bodnar and Cohen, 2012, p.112).



Figure 2. Conversation structure and replying on tweets on Twitter.

Users can also make tweets their favorite by clicking a button under the tweet (figure 2). This way it will be saved to their favorites and they can find it at a later time. This is a good tool if you find something you want to explore further at a later time.

Twitter also offers a separate page for keeping track of the tweets you have been mentioned on which is easy to use and access (Bodnar and Cohen, 2012, p.112). This way users can keep on track of who is mentioning them in their tweets. Users have two options on the @Connect page as shown on figure 3; you can either see all the interactions which include information of people following you, the tweets you have been mentioned in and also information of who has made your tweets their favorites, or you can only show the tweets you have been mentioned in.



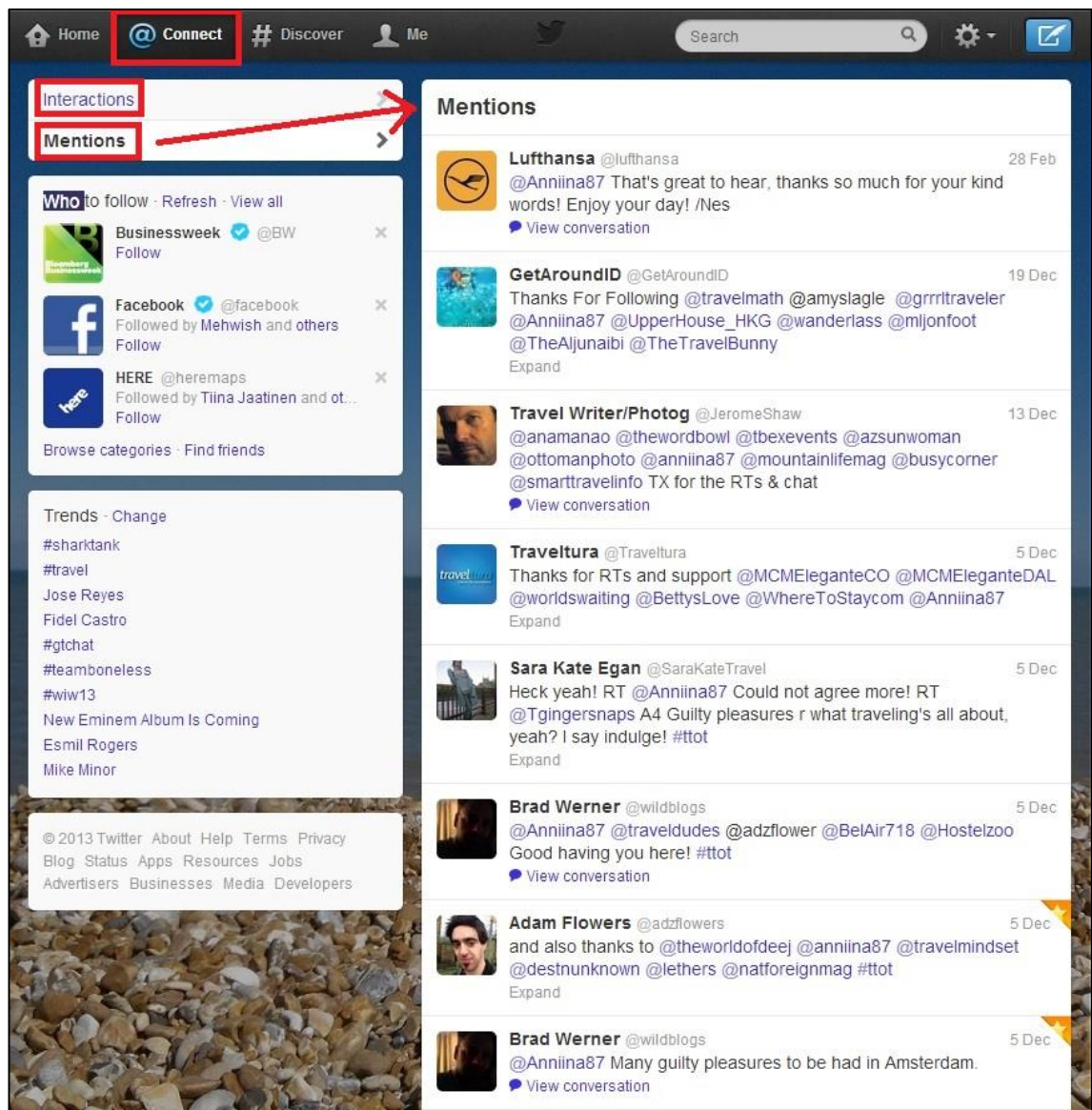


Figure 3. Mentions page on Twitter to track tweets in which the user has been mentioned in.

#### 1.2.1.2 Retweets

Any user can also share, or retweet, any tweet for their followers to see. This can be done by either directly using the retweet option (figure 4), or by using letters RT indicating a retweet and posting it themselves (figure 5) (Bodnar and Cohen, 2012, p.113-114). As the inbuilt retweet is only showing the username of the person retweeting it in small font, it might be confusing for some of the followers as it might seem like a random tweet showing on their tweet feed, whereas using RT shows the tweet coming

from the person retweeting it but still shows the username of the original writer of the tweet (Bodnar and Cohen, 2012, p.113-114).



Figure 4. Retweet using built-in retweet button on Twitter.



Figure 5. Retweet on Twitter using RT option.

### 1.2.1.3 Direct Messages

Another way to approach other Twitterers is a Direct Message (DM) which will not be shown anywhere publicly, and the information will stay between the parties involved (Bodnar and Cohen, 2012, p.114). There is still a possibility that even these messages can go through a third-party application, and in any case they are stored into Twitter's own database (Bodnar and Cohen, 2012, p.114).

### 1.2.2 Tools for using Twitter

There are many programs which can make using Twitter even easier (Bodnar and Cohen, 2012, p. 109, 115-116). These programs can help Twitterers search for the topic of their interest or even time tweets going online at a certain time (Bodnar and Cohen, 2012, p. 109, 115-116). Some of these programs are free to use but have purchasable premium version with more options or a multiuser interface which is convenient for a company use (Bodnar and Cohen, 2012, p.109, 115-116). Bodnar and Cohen (2012, p. 109, 115-116) mention some of these programs by name: Hootsuite, TweetDeck, CoTweet, Radian6 and Sysomos but as Twitter is gaining more user base, the use of Twitter becomes more common in the world of business.

## 2 Literature Review

### 2.1 Twitter in the world

According to Semiocast's research (2012) Twitter reached half a billion accounts half way through last year. Furthermore they conclude that the largest amount of users come from the United States which is not surprising considering that already in 2009 there started to be an increase in companies using Twitter as a communication tool (Barnes and Mattson, n.d.). The amount of members is going up rapidly, as in May 2011 the number was only 300 million (Aharony, 2012) which means a forty percent increase in about a year. Based on this information there is a large possibility that the amount of users has further increased rapidly from last year.

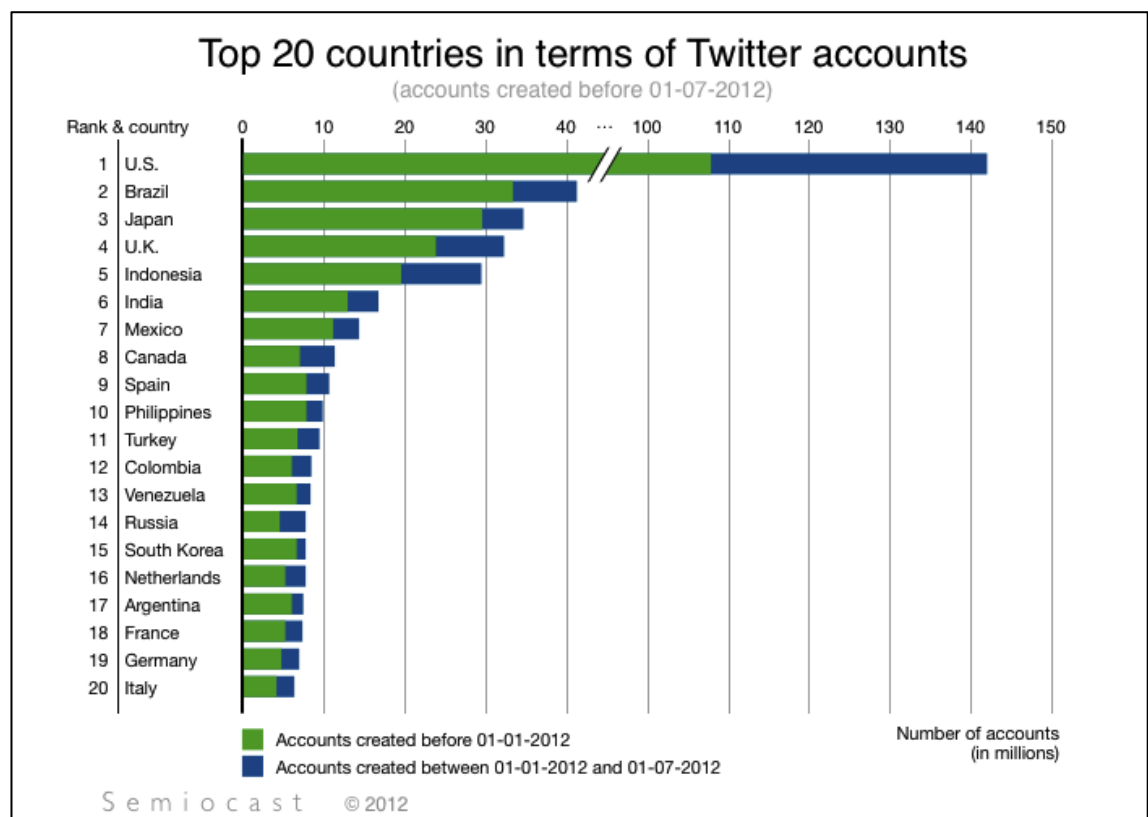


Figure 6. Top 20 countries in terms of Twitter accounts (Semiocast, 2012)

Twitter use in Europe is starting to increase as well, the United Kingdom being on the fourth place in the amount of users as shown on figure 6 (Semiocast, 2012). Although, in total the research showed only seven European countries in the top twenty, most of them being in the bottom of the list, London and Paris are both in the top 10 of the

cities by the number of tweets posted. What is common for all the countries in the top twenty is that they have a significant increase in the accounts created during the first six months in 2012. This implies that Twitter is starting to become more of a trend than it used to be.

## 2.2 Twitter in Finland

It appears that Twitter has not reached a large scale fame in Finland where the amount of active Finnish speaking users is only about 26,000 (Intellecta corporate, 2013). This implies that unlike Facebook, Twitter has not yet been integrated into the Finnish social media scene. But Americans did not adopt Twitter instantly either, and according to a survey conducted in University of Illinois, Chicago in 2009 only 18 per cent of the freshmen were using it although most of them had heard about it (Shea, 2011).

According to the first research of Finnish journalism using social media (Vehviläinen, 2009), the usage of Twitter even amongst journalists is still fairly minimalistic, especially compared to other social media platforms such as Wikipedia, Facebook and different online forums. The fact that the survey revealed young journalists using social media much more is a sign of young people starting to adopt the social media tools and gives a positive forecast for the future usage, and over half of the journalists believe that Twitter will become more popular in the future according to Cision research (2009). As Twitter has not been used that long even in other countries, there is hope for Finland as Kauppalehti (2009b) concludes that Finland started to use Facebook about a year after the rest of the world. It further concludes that the reason for Twitter phenomenon being behind other countries is the lack of famous Finnish people to follow on Twitter.

According to Brynolf's (Hampus Brynolf, 2013) technique there are about 63 000 Finnish speaking Twitter users. However Nummela (2012) argues in his blog that about half way through last year there were approximately 327,000 Twitter accounts which have mentioned their location to be Finland but are not necessary active. As Brynolf's (Hampus Brynolf, 2013) research disregarded accounts with no activity or followers as well as any account that is not tweeting in Finnish or at all there are more than 250 000 accounts in Finland that are either only following the conversation flow, tweet-

ing in another language or somehow been missed by Brynolf's code (Brynolf, 2013) if the numbers in Nummela's blog are accurate. However, there is a possibility of mistake in the code or it is possible that there are ghost accounts with the location as Finland created to follow certain accounts (Hampus Brynolf, 2013). As Brynolf mentions in his video, there is a possibility of this existing; however, it is unlikely that his code would have registered accounts like this. Brynolf also mentions the Swedish community in Finland which is not included in his search as it is language based, instead of location. There are also some Finnish people who are not tweeting in Finnish but in English, as Yle (2013) mentions as an example Formula driver Heikki Kovalainen. There is a high possibility that internationally known Finnish people are tweeting in English because of their fan base being international.

Finland is behind in the Twitter development, and one of the reasons has been identified to be the lack of influencing opinion leaders (Kauppalehti, 2009a). The Finnish community would need a famous influencer to boost the use of Twitter in Finland. Yle (2012) has listed the most influential Finnish people in Twitter who are actively creating conversation in Twitter. It can be concluded that the entertainment and music industries do not have many active influencers whereas media, business and social media have more conversation creators. The cultural implications of this are discussed later in the paper.

## 2.3 Diffusion process and Adoption

### 2.3.1 Diffusion Process

Diffusion process (figure 7) measures how fast people are adopting a new innovative product and it categorizes people into five different categories depending on their speed to adopt them (Kotler, Armstrong, Wong and Saunders 2008, p.273-274; Solomon, Bamossy and Askegaard, 2002, p.481-483; Chaffey, Ellis-Chadwick, Mayer and Johnson, 2009 p.180-184; Shimp, 2007, p.179-180). Shimp (2007, p.179) describes diffusion as "the process of spreading out" which is an accurate description of the process. He further compares it to a spreading of a gas in a room where it eventually fills the whole room (Shimp, 2007, p.179). Adoption of any new product, just as Twitter can be related to this process and the state of adoption can be determined.

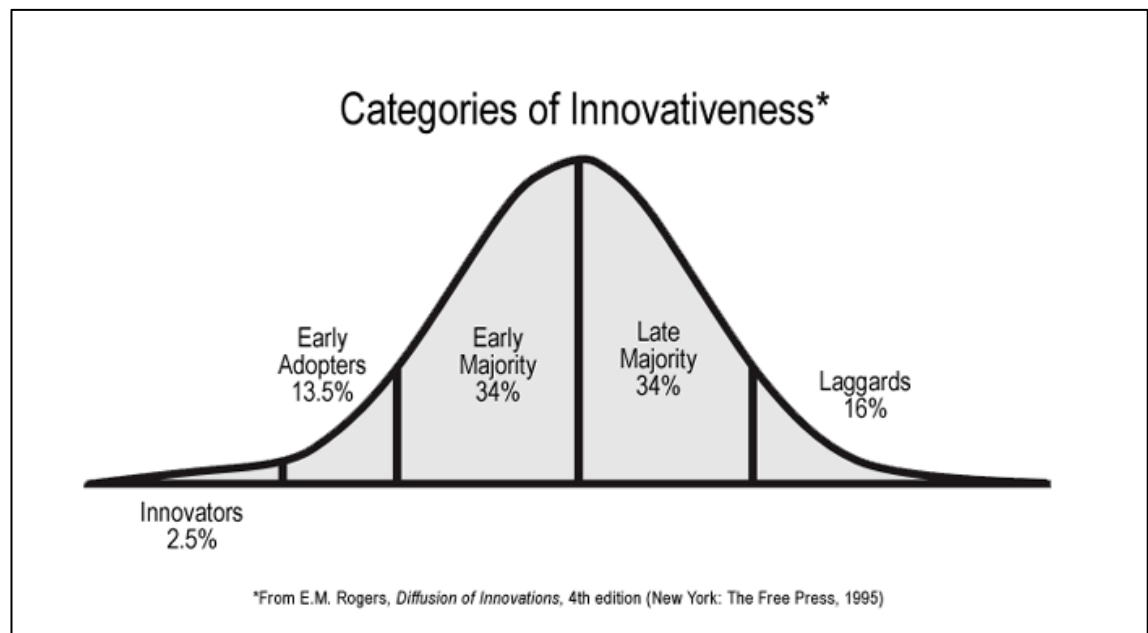


Figure 7. Diffusion of innovations (Rogers, 1995).

The first group of the diffusion process are the innovators who are characterized as risk takers (Kotler, Armstrong, Wong and Saunders, 2008, p.273-274) who tend to look for these new innovations (Solomon, Bamossy and Askegaard, 2002, p.481-483), and consist of about two and half percent of the population. The next group is early adopters which consists of about thirteen and a half percent of the population, and are very much like the innovators but have a tendency to look for social acceptance before adoption (Solomon, Bamossy and Askegaard, 2002, p.481-483). They tend to be in contact with the innovators following in their footsteps recognizing the value of the product (Lee and Kotler, 2011, p.142,196). Early majority rarely are the opinion leaders but are the ones influenced by them, but tend to adopt the product faster than an average user (Kotler, Armstrong, Wong and Saunders, 2008, p.273-274). The lately majority are more skeptical than the early majority, and only adopt a new product when it has been fully accepted, and especially socially (Kotler, Armstrong, Wong and Saunders, 2008, p.273-274). Laggards are the last group who have the most negative attitude towards change and only adopt new products when they have to or it has become a norm which is generally used (Kotler, Armstrong, Wong and Saunders, 2008, p.273-274). Every one of these groups have their own characteristics which need to be taken into account and controlled when bringing out a new product and trying to get consumers to adopt it (Kotler, Armstrong, Wong and Saunders, 2008, p.273-274).



Tidd (2010, p.5) questions the diffusion process and adoption of innovation stating that there is no generally accepted definition for these terms suggesting that the marketing and economics point of views are limited to a certain extent. However, it cannot be denied that the diffusion process theory has been used for years in the marketing field, regardless the other implications it might have.

No matter from which point of view the diffusion process is looked at, it seems that for the adoption process to succeed, opinion leaders are in a critical position (Tidd, 2010, p.10). Also Shimp (2007, p.181-182) emphasizes the importance of opinion leaders. These opinion leaders are not usually part of innovators but belong to early adopters, and even more to early majority, and are able to reach the audience beyond social boundaries (Tidd, 2010, p.10). The opinion leaders are in a key position in the adoption process as they operate as the source of information for the public, also providing feedback on the product making it seemingly less risky for others (Shimp, 2007, p.181-182). These opinion leaders are usually knowledgeable in one field rather than in several, and gather a certain type of followers (Shimp, 2007, p.181-182). Opinion leaders are characterized as innovative and different from others as well as they typically have a larger social circle than an average person allowing them to come across more conversations, opinions and information (Shimp, 2007, p.181-182). These opinion leaders tend to be highly knowledgeable and keep their information base updated at all times, and they often get the feeling of satisfaction of being able to share their knowledge (Shimp, 2007, p.181-182). Shimp (2007, p.181-182) mentions that people are more likely to adopt a product if they have heard positive evaluations of it from their peers such as friends and family. He continues to discuss how social networks are accelerating this process (Shimp, 2007, p.181-182). This further proves that the opinion leaders are in an important role in adoption, and especially when it comes to social media as the speed of spreading is faster. Marketers are usually trying to identify these opinion leaders and target them as they are recognized as a very important part of the adoption (Kotler, Armstrong, Wong and Saunders, 2008, p.244-245).

### 2.3.2 Characteristics and their influence on adoption

Kotler, Armstrong, Wong and Saunders (2008, p.274) talk about certain characteristics which affect the rate of the adoption of a new product. The same characteristics are

discussed by Solomon, Bamossy and Askegaard (2002, p.485-486) to be desirable for the product to be adopted at a faster rate, or adopted at all. When it comes to Twitter, it is naturally compared to other social media websites such as Facebook, MySpace and Google+ to name a few. As the users of social media have to divide their time over these different services, they will certainly choose the ones that are superior to others.

The first characteristic is *relative advantage* (Kotler, Armstrong, Wong and Saunders, 2008, p.274; Solomon, Bamossy and Askegaard, 2002, p.485-486), which means that the user needs to gain some kind of an advantage for using this certain product over an alternative option. This is very personal, and varies from person to person depending on their preferences and motivation to use the product. Twitter offers a compact way of communication, and for some people this might be the specific characteristic which encourages them to use the service instead of another. For another person the reason can be, that they think Twitter offers simple way of searching information.

The second characteristic mentioned is *compatibility* (Kotler, Armstrong, Wong and Saunders, 2008, p.274; Solomon, Bamossy and Askegaard, 2002, p.485-486), which refers to the lifestyle of the user as certain kinds of products are more commonly used by people with a certain type of a lifestyle. It can also refer to compatibility with other products which the user might want to use together with this one (Kotler, Armstrong, Wong and Saunders, 2008, p.274). Twitter can be configured with for example Facebook that is more used amongst Finnish users. Also hashtags are being used also in Facebook by some users. This can be seen as a good sign as Facebook is much more used in Finland than Twitter.

*Complexity* of the product is another characteristic that can have an effect on the adoption process (Kotler, Armstrong, Wong and Saunders, 2008, p.274; Solomon, Bamossy and Askegaard, 2002, p.485-486). The easier the product is to use, the more likely it is being adopted (ibid 2008, 2002). The complexity of Twitter needs to be evaluated by each user separately. However, as it is a totally different kind of communication tool compared to other social media website, it can take an adjustment period for people to learn to use it. Twitter itself also offers several user guides, tips and instructions (Twitter, 2013).



Another characteristic affecting the adoption process is *divisibility* or *trialability* of the product (Kotler, Armstrong, Wong and Saunders, 2008, p.274; Solomon, Bamossy and Askegaard, 2002, p.485-486). It describes the level of which the product can be tested before making a financial or other kind of commitment to it (ibid. 2008; 2002). In the case of Twitter there is no financial commitment as the service is free for regular use. The service itself does not require the user to commit into anything when creating an account. Also, registered Twitter users do not need to take part in any conversations and can only observe the service.

As the last characteristic Kotler, Armstrong, Wong and Saunders (2008, p.274), Solomon, Bamossy and Askegaard (2002, p.485-486) discuss the *communicability* or *observability* of the product. If the product is visible, it is more likely to spread as it increases the awareness (Solomon, Bamossy and Askegaard, 2002, p.485-486). Also, if the product can be easily observed, and it is communicated visibly and clearly, the adoption process is more likely to be accelerated (Kotler, Armstrong, Wong and Saunders, 2008, p.274). As mentioned earlier, Facebook and Twitter accounts can be configured to be connected. If connected, Twitter posts tweets of the user also on their Facebook wall as seen on figure 8. This way even people who are not using Twitter, can be influenced by it and observe the use of the service without any commitment to it.



Figure 8. Connected Facebook and Twitter accounts: Tweet on Facebook wall.

### 2.3.3 Tipping point theory and word-of-mouth

In his book Gladwell (2000, p.15-192) talks about epidemics, and the three laws that cause the epidemic to “tip”. This means that there is a certain tipping point which turns a phenomenon into an epidemic. For this to happen, the phenomenon usually goes through the three laws defined by Gladwell (2000, p.15-192). He applies his theory on spreading diseases as well as social phenomena and fashion (Gladwell, 2000, p.15-192).

The first law is the *law of few* (Gladwell, 2000, p.15-29, 30-88). This means that there are few exceptional individuals who are responsible for the tipping instead of a mass being the driving force behind the drastic change. This supports the theory of the importance of opinion leaders in the adoption of new products (Tidd, 2010, p.10; Shimp, 2010, p.181-182). Shimp (2010, p.182) says that by paying for advertisement companies would not be able to achieve the same kind of results as these opinion leaders as they are true believers, and have real interest in the product itself. Following the Gladwell’s (2000, p.15-29, 30-88) first law of tipping point, for Twitter to tip, or become popular in Finland, it needs users who can make the mass move into using the microblogging service. The law suggests that there is no need for very many of these opinion leaders as long they are the right ones who can start the buzz (Shimp, 2010, p.181-182).

The second law of tipping point is the *stickiness factor* (Gladwell, 2000, p.15-29, 89-132). This means that there is a change in the product itself or how it is communicated to the people. The message should be stick into people’s minds and this way draw attention to the product. Gladwell (2000, p.25) talks about cigarette brand Winston which used an unusual wording in their advertisement and this way got stuck into people’s minds and tipped in sales becoming the second most sold cigarettes in the United States. In other words, there must be something that can hold the attention of the consumer in the long run as Gladwell (2000, p.89-132) describes the testing of the TV show “Sesame Street” that has been running since 1969 and is now on its 43rd season (IMDd.com, Inc., 2013). This proves the importance of the stickiness factor as the TV show has managed to maintain it, although not the way it was meant to as the charac-

ter in the show turned out to be more memorable than what they were trying to teach the children (Gladwell, 2000, p.109-110).

Twitter as a microblogging tool has reached the stickiness factor in the world as it is capturing increasing number of users (Cision, 2010), and is currently the most used microblogging website. The real issue lies in the fact that it seems to be lacking the stickiness factor as a product in Finland. For this reason Twitter needs something that pulls consumers to the site, and gets their attention and keeps bringing them back to the website. This can have a connection to Finnish culture and what Finnish people as a community consider interesting as it is vital for the message of the product to be interesting for the audience for it to stick (Shimp, 2010, p.186). If people will start to talk more about Twitter, it has better chances to tip and the diffusion process to accelerate (Shimp, 2010, p.186). Again the word-of-mouth plays a key role and is very important as people share information about subjects that they find interesting and this spreads the message (Shimp, 2010, p.186). For this reason there might be an opening for companies to pull people into using Twitter if they can, by their own initiative, get people to talk about it.

The last law of the tipping point is the *power of context* where Gladwell (2000, p.15-29, 133-192) specifically highlights the power of groups. The author says that people make different choices when they are in groups than what they would make individually. Knox (2009) introduces the "Lost at sea" exercise in his blog that demonstrates just this principle. First, by individually listing fifteen items needed to survive a shipwreck and then by carrying out the same process in a group, the compared results usually reveal the differences in individual and group thinking. The power of groups is very strong, and it is the most critical factor of tipping according to Gladwell (2000, p.15-29, 133-192). Creating a community around the product is a vital part of reaching the tipping point (Gladwell, 2000, p.15-29, 133-192).

It is questionable how Twitter can build a community around the website, or how it can attract communities in Finland. If some communities in Finland start using Twitter as a communication tool and it becomes socially acceptable, then there is a high possibility that this will attract more people interested in the topic to Twitter, especially considering the topic based nature of the website. Shimp (2010, p.186) says that the

power of context is not all about control and sometimes the conditions have to be just right or out of the ordinary. He concludes that when seemingly ordinary message has an extraordinary background which changes the context of the message, the word-of-mouth can make it tip. Relating Twitter into the right context in the minds of the Finnish consumers can be another key factor to increase the user base and make it into an epidemic.

In the world Twitter has in gotten the needed context from natural catastrophes such as storm Sandy in the United States or the earthquake in Japan in 2011 where the information might not be easily accessible though traditional media and people look for alternative ways to get information (Saarikoski, 2013). The context for Finland does not need to be catastrophic but can be something smaller. Brynolf (Hampus Brynolf, 2013) mentions that in 2011 there was a peak in user registration to Twitter which can be partially explained by the parliament election that spring as Kaleva (2011) and Ilkka (2011) mention the politicians were trying to activate the young voters through social media.

The tipping point theory reveals that there are still some gaps before Twitter can tip in Finland although it is becoming more relevant in the world. The largest gap seems to be in understanding the culture and the mind of the Finnish consumer and finding the right key players to support the use of Twitter. This also proves that word-of-mouth can be a very powerful tool; In Japan Dentsu Eye even have tested word-of-mouth advertising by paying school girls to promote new unknown products in their school (Shimp, 2007, p.182). It was estimated that the company saved large amounts of money on advertising by using this tactic with their products.

#### 2.3.4 Cultural Implications

Finland has a very extraordinary and unique culture compared to other European cultures (Lewis, 2006). In his book Lewis divides cultures into three-dimensional triangle (figure 9); 1) outspoken, emotional and extroverted *multi-active*, 2) technologically advanced, punctual and patient *linear-active* and 3) respectful, quietly caring and considerate *reactive* cultures. The culture orientation is not always dependent on the geographical location, and even neighboring countries can have large culture-oriented differences.

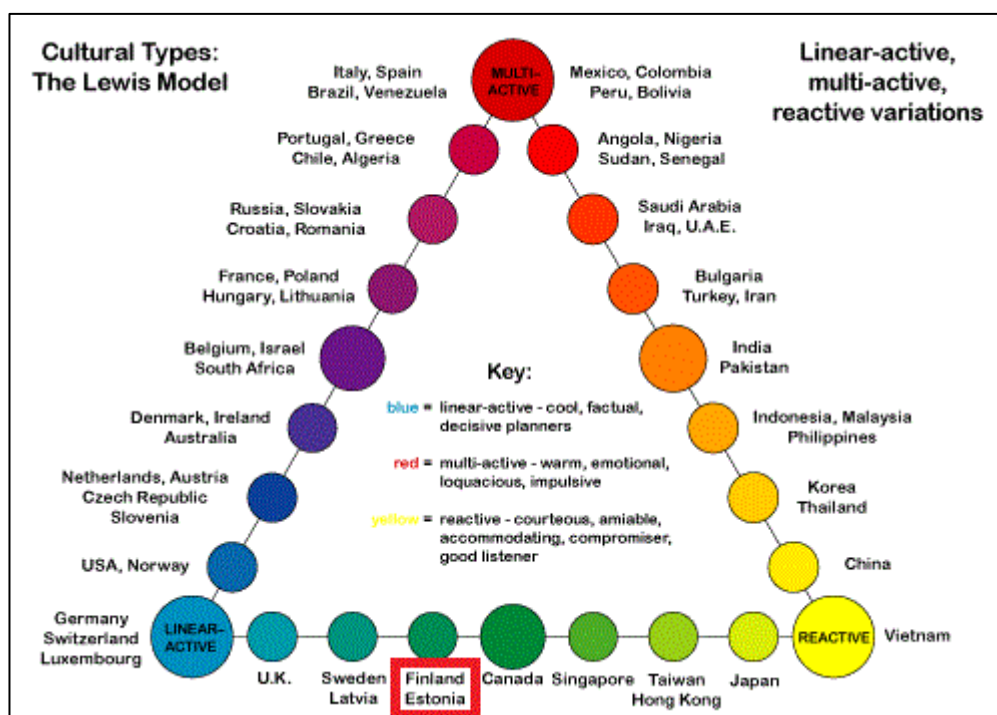


Figure 9. Cultural Types: The Lewis Model (Richard Lewis communications, n.d.).

The reason why Finland is said to have different culture compared to other European cultures is because the Finnish culture has the most characteristics of a reactive culture in Europe, although it is still closer to the linear-active culture orientation. While Finnish people share many characteristics with the fellow Nordic cultures, they also have some resemblance to highly reactive cultures such as the Japanese for example seeking for an agreement (Lewis, 2006, p.3-175).

In communication Finnish people are not known for their words, and have a tendency to express themselves using as few words as possible while clearly communicating their message. Finnish people are not likely to give a monologue but can patiently listen to one. Finnish people do not react when spoken to but prefer to listen in silence, and only start thinking about an answer if they are asked for one, and even then they take their time to come up with an answer as they prefer to be precise and they have excellent skills for summarizing. This differs from the reactive cultures where more commonly a monologue is followed by, feedback and from the multi-active cultures where dialogs are much more common. Finnish people are not known for their expressive body language but have a common understanding of the very little shown, much

like the Japanese. As Finnish people are very technologically oriented, they expect the counter party to be knowledgeable as well, and presume them to know the facts instead of explaining them. Finnish people also have the skill to say something without anyone being sure if anything was said at all, much like the Japanese. (Lewis, 2006, p.3-175).

Unlike in communication, when it comes to action, Finnish people are likely to get into business and work on a linear schedule but are much more capable of accommodating change than extremely linear-active cultures (Lewis, 2006, p.3-175) which is also shown as lower uncertainty avoidance than in linear-active cultures in Hofstede's dimensions (Hofstede, Hofstede and Minkov, 2010, p.187-234). However, they are still keen on planning and deadlines (Lewis, 2006, p.3-175).

Finnish people like technology and are eager to collect data which the Internet has fortunately made easier for them. Multi-active cultures on the other hand are much more dependent on peer information, and therefore used to be ahead in the information collection, but technology has evened this gap. According to Lewis (2006, p.3-175) Finnish people appreciate modernity, efficiency and new ideas.

Despite being quiet people, Finns have a high sense of humor and are likely to accept any kind of humor whereas their fellow Nordic country Norway, which considers itself as a humorous country, is less likely to understand jokes about themselves. Even the Finnish language is more suitable for joking. Lewis (2006, p.3-175) describes the Finnish language being "much more eloquent and flowery" than other Nordic languages and the Finns can keep up even with the most demanding jokes.

Looking at Lewis' cultural triangle and how it perceives Finnish people, it can give some insight into as why Finnish people use Twitter very little discussed further in the next paragraph; but also gives some colliding information about Finland, technology and innovation.

Considering that Finnish people are known for using very few words and being precise (Lewis, 2006, p.3-175), Twitter should be an ideal platform for the Finnish people as the number of characters is actually limited. Their interest in technology and new ideas, and the linear-active cultural background for continuous change (Lewis, 2006) sug-

gest that they should be interested in new social media tools, especially one created for taciturn people like the Finns. Finnish people react slowly, comment only when requested and are not eager to share their opinions with others, and are not conversation starters. This might suggest why a social media tool like Twitter has not been adopted in Finland. Also the fast phased nature of Twitter does not give enough time for the Finnish people to think the situation through which they need according to Lewis (2006, p.3-175), and although they can follow the conversation they might not be as keen on participating as most of the conversation happens nearly in real time.

There is a possibility that there is a change coming to the usage of Twitter in Finland, as Lewis (2006, p.3-175) also mentions that the effects of globalization can be seen as cultural gaps becoming smaller. The humorous side of the Finnish people might eventually start showing an interest in entertainers which are still in low numbers on Twitter (Yle). However, the existing social media sites such as Twitter already support the humor part whereas Twitter leaves very little space for linguistic jokes that Finnish people are keen on.

Hofstede, Hofstede and Minkov (2010, p.123-124, 163-165, 206-208) mention the cultural implications on using the Internet. They discuss the subject through three different cultural dimensions; individualism versus collectivism, masculinity versus femininity and uncertainty avoidance.

#### 2.3.4.1 Individualism versus collectivism

Tidd (2010) suggests that diffusion process has cultural implications discussing individualism and power distance. Individualistic cultures are slower adopting change as imitation does not have such a strong implication whereas high power distance has an accelerating influence on the process. However, Hofstede, Hofstede and Minkov (2010, p.123-124) say that individualistic countries adopt information and communication technologies much faster than collectivist countries where the use of Internet is seen more time spent away from family and friends. The close relationships with friends and family in collectivist countries explain largely the lesser use of the Internet whereas in individualistic countries the relationships are not seen as important (Hofstede, Hofstede & Minkov, 2010, p.123-124). The two theories are conflicting with each other but as

Hofstede's theories are generally accepted, that point of view will be used to discuss individualism and collectivism.

Finland ranks to medium-high in the individualism index, staying behind other Nordic countries and many other European countries (Hofstede, Hofstede and Minkov, 2010, p.95-97). For example Great Britain which is the highest ranking European country in the top twenty Twitter using countries (Semiocast, 2012), is scoring high on individualism (Hofstede, Hofstede and Minkov, 2010, p.95-97). These comparisons can be seen on figure 10 where Finland is compared to Sweden and United Kingdom.

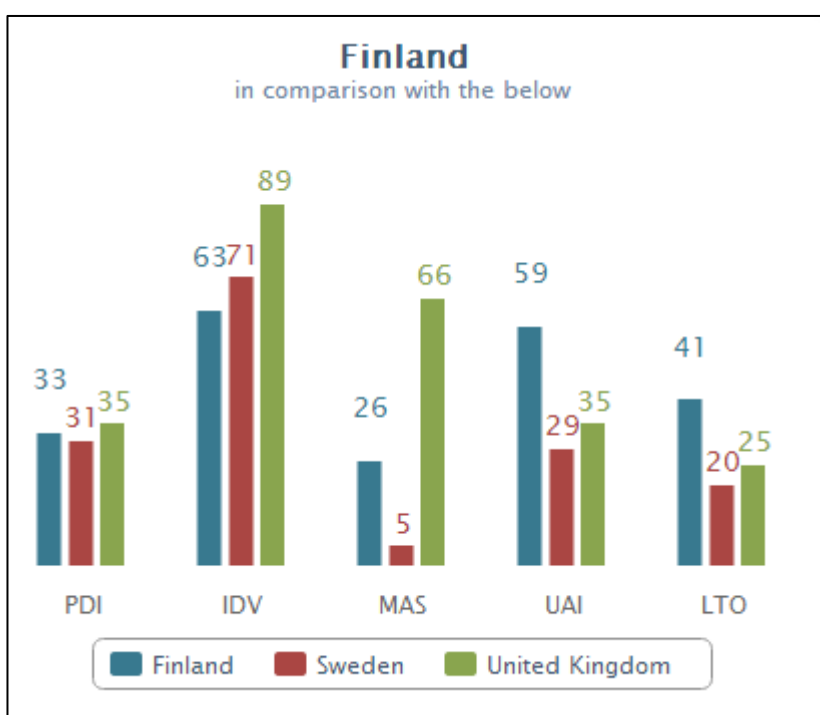


Figure 10. Finland compared to Sweden and United Kingdom in Hofstede's cultural dimensions (The Hofstede Centre, n.d.).

#### 2.3.4.2 Masculine versus Feminine

Hofstede, Hofstede and Minkov (2010, p.163-165) discuss also the effects of masculinity and femininity on the use of the Internet. Masculine countries such as Japan and Austria are more likely to use the Internet to search for facts and information whereas feminine countries such as the Nordic countries are more likely to use it to build relationships and discuss feelings (Hofstede, Hofstede and Minkov, 2010, p.163-165).



Finland is less feminine culture than the other Nordic country but also rating very high in this index (Hofstede, Hofstede and Minkov, 2010, p.141-143). This suggests that Finnish people use the Internet more for entertainment purposes than for more serious means. According to Yle (2012) there are less influencing conversation builders in the entertainment than in media, business and social media, which can be categorized as more as "report" style areas, as Hofstede, Hofstede and Minkov (2010, p.163-165) describe the masculine culture Internet usage style.

#### 2.3.4.3 Uncertainty avoidance

The third cultural dimension to have an effect on the Internet use according to Hofstede, Hofstede and Minkov (2010, p.206-208) is the uncertainty avoidance. This dimension has an implication on how quickly the country is willing to accept new technologies and products (Hofstede, Hofstede and Minkov, 2010, p.206-208).

Finland has a medium uncertainty avoidance which is high compared to other Nordic countries, and can partly explain the lower number of Twitter users compared to them (Hampus Brynolf, 2013). However this is not totally accurate, nor is it the only factor explaining the late adoption as Germany, which is ranking slightly higher in the uncertainty index (figure 11) (Hofstede, Hofstede and Minkov, 2010, p.192-194) is listed in the top twenty Twitter users list (Semiocast, 2012).

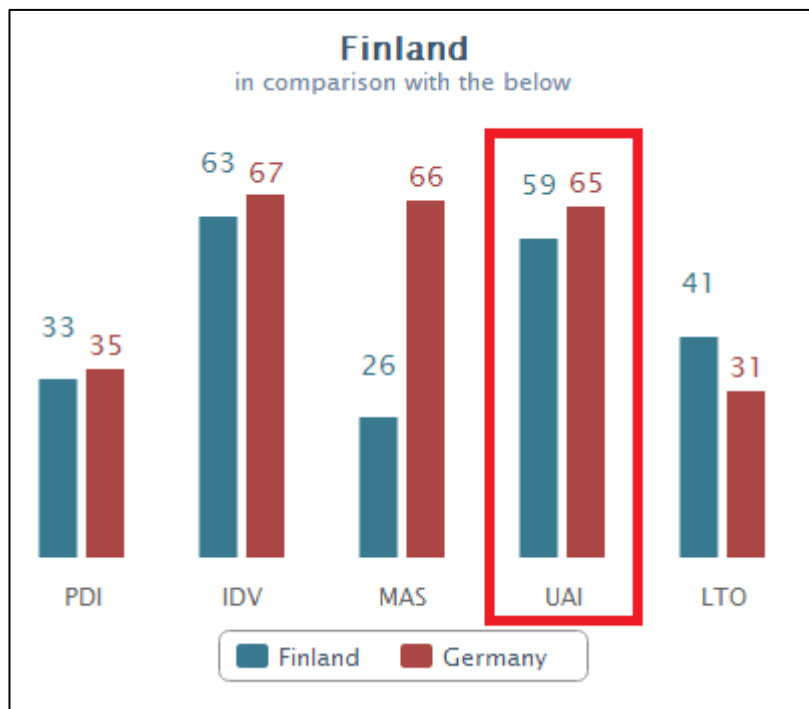


Figure 11. Finland compared to Germany in Hofstede's cultural dimensions (The Hofstede Centre, n.d.).

### 3 Methodology

As the study revolves around Twitter usage of young Finnish people, a simple way of gaining insight to the topic was to carry out a quantitative study in a form of a survey. The main research interest was to know whether there are Twitter users amongst young Finnish people, and what are their motives behind the use or lack of use of the website. The research was carried out in order to make recommendations for companies concerning the use of Twitter. The primary research was conducted as an online questionnaire focusing on the motives and ways of usage for the social media tool, Twitter.

The primary research was conducted as an online questionnaire for the convenience of the people answering it, and to receive a higher response rate as well as minimize the possibility of people feeling pressure in a face-to-face situation. Furthermore, it is easier to reach respondents through an online medium as it is a part of many people's daily routine. Additionally, the topic of the questionnaire and the paper is an online based website, and the people who are already using different online services such as e-mail

and other social media websites are more likely to be willing to take part in this kind of research, and to be able to provide the requested information as Twitter requires online environment to use.

The questionnaire was sent through e-mail to students of Helsinki Metropolia University of Applied Sciences as well spread through different social media websites such as different Facebook groups (Nastolan Seurakuntanuoret, Juustenintieläiset and different Metropolia student groups) to get as versatile sample as possible to make the results more accurate, and to collect as much information as can reasonably be obtained. The desired amount of responses to the questionnaire is one hundred, thus spreading it widely enough is a critical factor in obtaining this amount.

The questionnaire was designed in Finnish because the target of it is the Finnish population. The questionnaire itself does not ask for the nationality as it can be assumed that people having enough understanding of the language can be considered Finnish because of the uniqueness of the language itself. Many international companies already have their fan base on Twitter but Finnish companies would naturally be interested mostly in the Finnish speaking population as their tweets would be in Finnish.

The questionnaire was designed to be mutually exclusive to ensure that respondents can always find a suitable answer. Questions which would have an endless amount of answers the most likely answers have been tried to identify leaving also an option to choose an option where the answer can be specified if it is not listed.

The main targets of the questionnaire were fifteen to thirty year old Finnish speakers. The reason was to observe the behavior of teenagers and young adults who have only just started their career or are the next generation to start it, and tend to be more Internet savvy than the older generation. Additionally, the young people have a larger part of their time as a consumer left. Knowing what young people think about Twitter is important knowledge for companies as the Internet is a great way to reach people belonging to this age group which was also recognized by the President Obama when campaigning in the presidential elections in 2012 (Anon, 2012). The age gap can be further divided into smaller groups to find any critical differences between these age groups. Although there is an option for the respondents to choose their age being above thirty or under fifteen, these are not the primary target audience for the ques-

tionnaire but this is to prevent the questionnaire from spreading negative word-of-mouth message if some of the possible respondents feel they cannot find a suitable option.

*Question 1: Age*

- -15
- 15-18
- 19-24
- 25-29
- 30-

To find out the patterns of usage, and what draws people to Twitter is an important part of the research as these patterns can help companies to develop and optimize their Twitter strategy to match the interests and expectations of their audience. This might also help them to identify the opinion leaders which have the effect to gather people around them and to effect on their opinions, and this way pull them to Twitter.

*Question 6: What do you use Twitter for?*

- *I don't use Twitter*
- *Searching for general knowledge*
- *Taking part in the conversations*
- *Communication with friends and family*
- *Finding information and experiences of products*
- *Finding information about companies*
- *Looking for job*
- *Something else, what?*

It is equally important to find out if and why Finnish people are not using Twitter. This way the gaps can be identified and a strategy to overcome these gaps can be developed. This will also give companies an idea of the amount of users not using Twitter. They can also find out if the Finnish people are interested in the tool and see themselves using it in the future as well as the reasoning behind this.

*Question 7: Why are you not using Twitter?*

- *I use Twitter*
- *I don't know what Twitter is*
- *None of friends are using Twitter*
- *I don't find Twitter useful*

- *Twitter does not interest me*
- *I don't know how to use Twitter*
- *I don't have time to use Twitter*
- *Another reason, what?*

The questionnaire also aims to find out if Finnish people can link Finnish companies to Twitter, and to see if there are any industries that seem to be known better than others as users of Twitter as this might give an indication to other companies as well which companies have managed to create an awareness amongst the consumers.

*Question 9: Do you know any Finnish companies that use Twitter?*

- *No*
- *Yes, name 3 that are most important in your opinion*

As a last point in the questionnaire the respondents are requested to list other social media websites that they know. This is to gain inside to which kinds of social media tools have reached the awareness of the Finnish consumers so that they can be compared to Twitter and amongst themselves to find patterns in Finnish social media behavior to find possible common factors which can be used to draw more audience to Twitter.

*Question 10: Do you know any other social media websites?*

- *No*
- *Yes, which?*

## **4 Analysis and Results**

### **4.1 Survey Results**

The quantitative survey conducted online received 154 responses which is fifty percent over the expectations. However, due interest being under thirty year olds, 18 answers were deducted from the results as the respondents had specified their age to be over thirty. The survey did not receive any answers from under fifteen year olds. It is to be noted that more diagrams and cross tabulation tables of the survey results can be found from appendix 2.

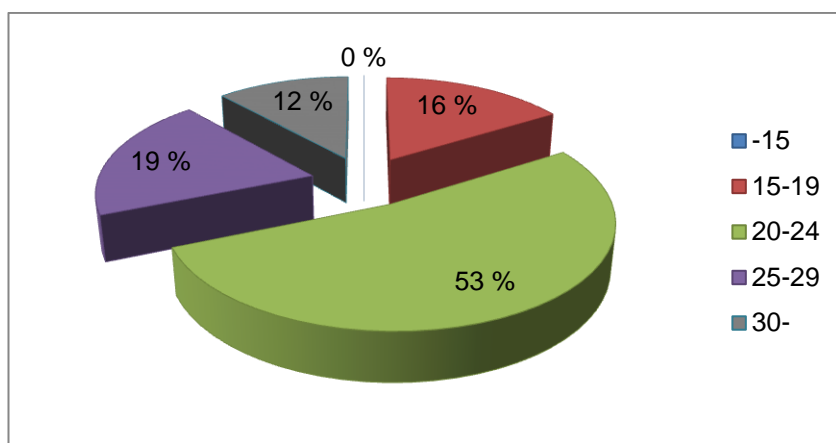


Figure 12. Age groups. All respondents.

The age group from 20 to 24 received significantly the most answers totaling to 53 percent of all respondents. 18 percent of the respondents formed from 15 to 19 year olds, and 19 percent from 25 to 29 year olds as shown on figure 12. The survey received more answers from females who formed 72 percent of the 136 respondents leaving only 28 percent of male respondents which can be seen divided into the age groups in figure 13. There are no significant differences in the sex distribution between the age groups, however it amount of males seems to slightly increase with the increase of age.

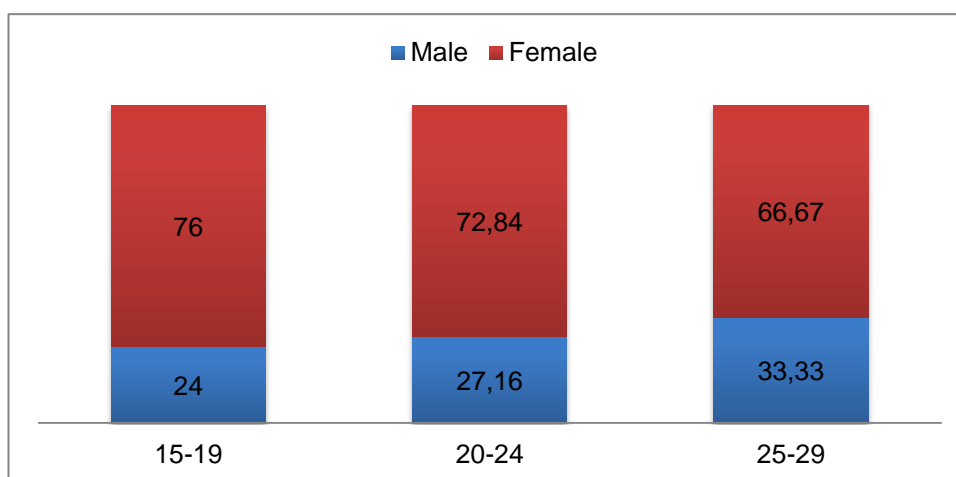


Figure 13. Sex distribution according to age groups.

Over 96 percent of the respondents are aware what Twitter is, indicating that Twitter has received awareness in Finland. Although the rate of awareness is high, only 40

percent of the respondents report that they have a Twitter account as shown on figure 14. The difference amongst males is smaller, 47 percent of them announcing to have a Twitter account whereas the number amongst females is only 38 percent. The different age groups are not showing major variance in the answers.

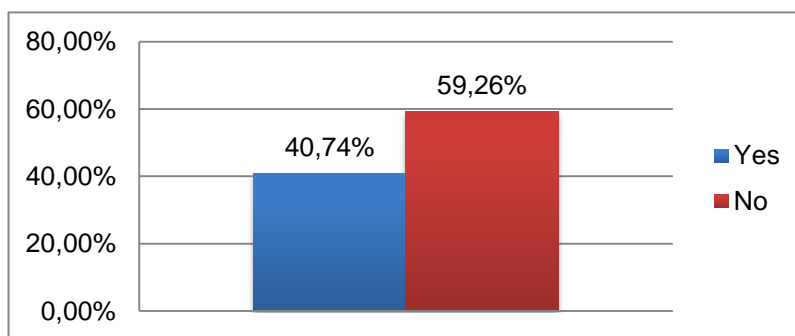


Figure 14. Do you have a Twitter account? All respondents.

Considering that 40 percent of the respondents have a Twitter account, the fact that 60 percent of the respondents inform that they are not using Twitter ever is not surprising. As seen on figure 15, 15 percent say they use Twitter less than once a month but the largest groups after that are surprisingly the regular users reporting to use Twitter several times a week or even daily. Male respondents have slightly higher percentages in use of Twitter compared to females. Respectively, they have significantly lower percentage of users who are not using Twitter ever with 11 percent difference to females, and higher percentage in daily user with more than 4 percent difference to females. Also the difference of irregular users using Twitter less than once a month have a slightly higher percentage of 5 on males comparing to females. The only significant difference between the age groups can be noticed in the irregular users who use Twitter seldom, where 25 to 29 year olds have considerably higher percentage of 30 compared to other groups which scored 11 percent and 8 percent.

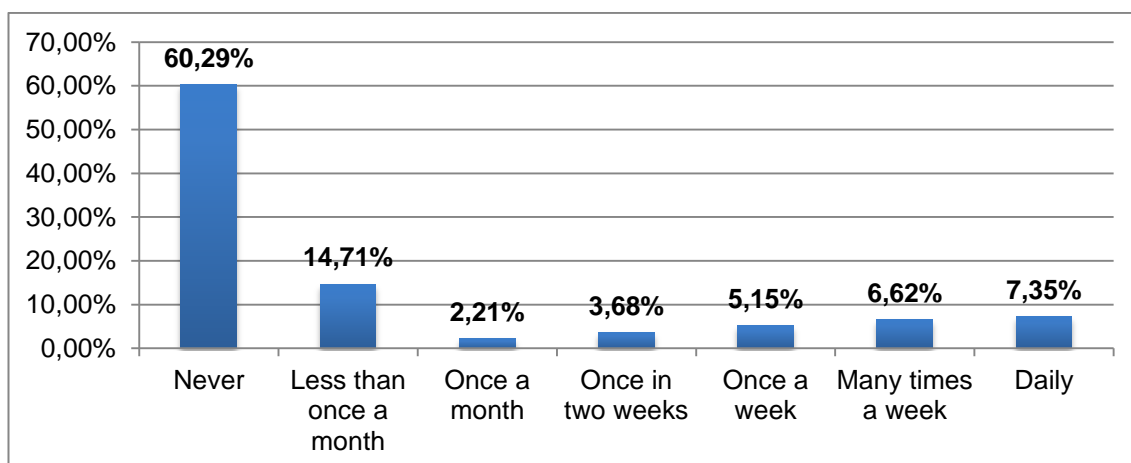


Figure 15. How often do you use Twitter? All respondents.

The respondents were asked what they use Twitter for, and given a set of answers from which they could choose as many as they wanted with an option to give also an open answer. The results from all respondents are shown on figure 16. Nearly 65 percent of the respondents report that they are not using Twitter at all. 19 percent inform to be searching general information from Twitter whereas nearly 10 percent say that they take part in the conversations in Twitter. About 18 percent said they use Twitter for another purpose than was listed in the answers and almost all of them specify to be following famous people and their tweets. Some mention that they follow news through Twitter. The popularity of following famous people seems to be in correlation with the opinion leader theory as famous people are a point of interest according to the survey. Should it have been an option specified originally in the question, it might even have had more answers. There are no major variances between the sexes and the age group concerning the purpose of using Twitter.



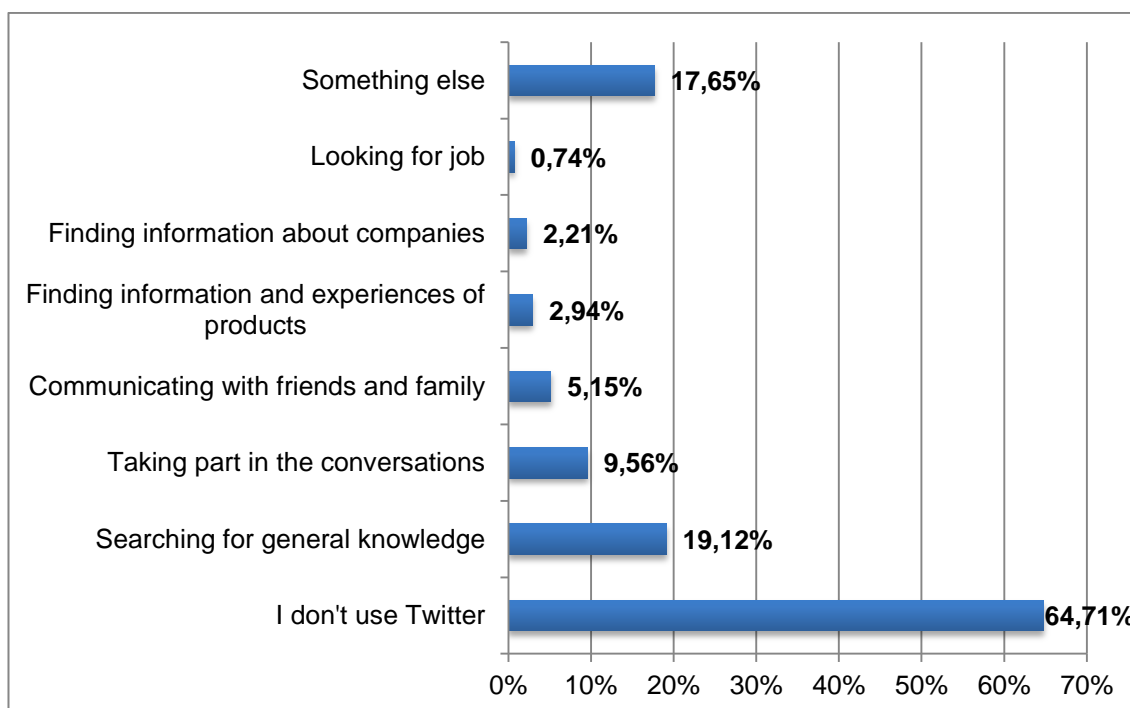


Figure 16. What do you use Twitter for? All respondents.

The next question concerned the reasons why the respondents are not using Twitter. There was a possibility to pick as many answers as they feel are relevant. Additionally they had the chance to pick an open answer where they could fill in the reason if they did not find it from the given answers. The results shown on figure 17 show that 55 percent of the respondents specify that they do not see Twitter useful and 42 percent are not even interested in Twitter. 28 percent clarify that none of their friends are using Twitter and up to 18 percent tell that they do not know how to use Twitter. Only 25 percent of the respondents are using Twitter according to this question. One of the respondents mentions that they do not want to be in the social media and do not own even a Facebook account. The comparison between the sexes does not show any major variance, however comparing the age groups some small variance can be detected. 25 to 29 year olds seem to have according to this question slightly more Twitter users percentage wise whereas the percentage of 20 to 24 year olds answering as the reason that none of their friends are using Twitter is significantly higher than the other groups. Social acceptance seems to be playing a significant role in this age group which implies them belonging to late majority in the diffusion process (Solomon, Bam-

ossy and Askegaard, 2002, p.481-483 ). They might be waiting for the big public use of Twitter before they start using the tool themselves.

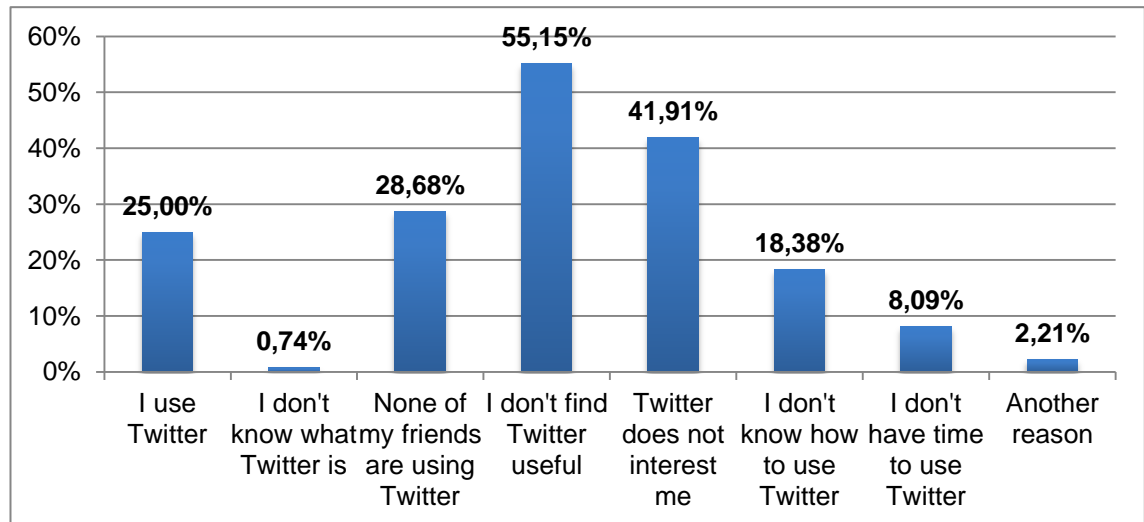


Figure 17. Why are you not using Twitter? All respondents.

The respondents were asked to name if they think they will be using Twitter in the future, and to explain their reason for the answer they have given. The results show both answers receiving about 50 percent of the respondents' answers (figure 18), men being slightly more positive about their future usage compared to females as well as the older age groups. Of the respondents who already have a Twitter account, two out of three believe that they will be using Twitter in the future as well whereas of those who do not have an account little bit over half believe they will not be using Twitter in the future either.

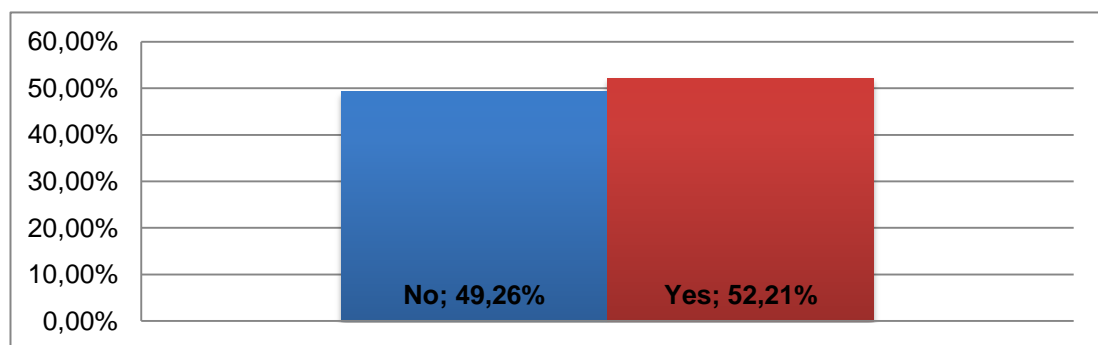


Figure 18. Do you think you will use Twitter in the future? All respondents.

Over half of the respondents saying they do not think they will be using Twitter in the future specify that they do not think that Twitter will be useful nor needed in the future either. Almost a quarter of them further say that they are already using another social media tool and feel it to be enough. Tenth of them identifies that they do not believe anyone from their friends to be using it in the future either, and are not interested to follow only famous people. Someone named Twitter to be a boring tool and if the tool would not change they are not interested in it. The responses from the respondents indicate that Twitter as a form of social media is not interesting enough to pull people into using it, and although opinion leaders might have an effect to this, the tool itself is not perceived to be useful.

The respondents stating their interest towards Twitter in the future have larger dispersion in their answers. Many of them are not quite sure why they believe to be using Twitter in the future but still believe they will. The reason pointed out the most is that they perceive that more people are joining Twitter and starting to use it. This might indicate that the early majority is slowly starting to adopt Twitter and these respondents who are waiting for other people to adopt Twitter belong to the late majority. Another reason mentioned by several respondents is that they will be using Twitter for professional purposes. Someone even mentions that they are already working with it. This might be an indication of the professional world starting to use Twitter. However, must be considered that it can be assumed that many of the respondents are business students and perceive social media to be the future marketing tool for companies as it is been taught to them in school. Other reasons discovered are following other people, mostly famous people, and finding Twitter interesting or a useful channel. Some respondents are also looking forward to further developments of the website. One of the respondents describes Twitter to be a fast tool combining summarizing and wittiness.

The respondents were asked if they knew companies using Twitter, and to name them. Altogether thirty different companies were mentioned in the results Nokia and Finnair being mentioned the most often, which can be seen on figure 20. Also Rovio, Helsingin Sanomat and Yle scored received many mentions. Of those respondents who have a Twitter account over 40 percent is able to name companies which they know to have a Twitter account whereas the number amongst respondents without a Twitter account is 11 percent. Overall score of knowing companies using Twitter stays just

under 25 percent, men being more knowledgeable over females and older age groups scoring slightly higher. This can indicate that the Finnish consumer is not that interested in companies in Twitter, or is not looking for this kind of information through Twitter. It seems that larger international companies are better known to use Twitter than purely Finnish companies, although many of them are mentioned at least by one person.

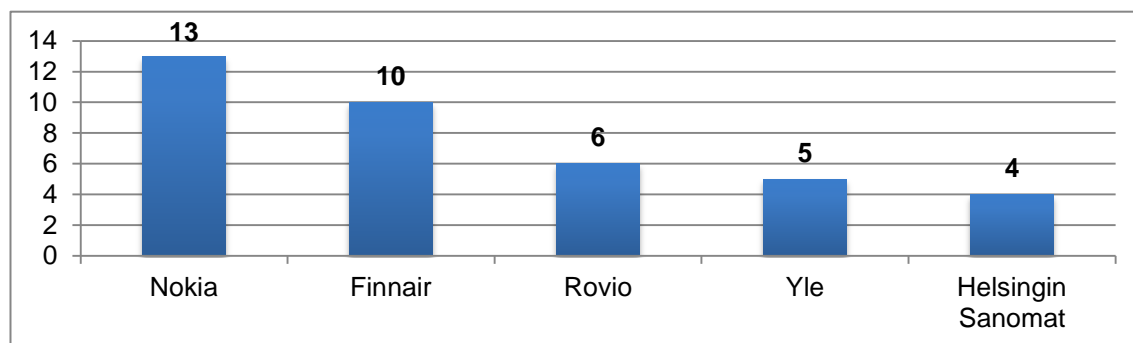


Figure 19. The best known Finnish companies to use Twitter.

The last questions dealt with other social media websites to find out what other kinds of social media websites Finnish people are aware of. Only 14 percent of the respondents say they do not know any other social media websites. Some of them might even have chosen the answer to avoid writing an answer as it was the easier choice to only answer that they do not know any. Figure 21 shows that almost all of the respondents who admit to know social media websites, mention Facebook with only a few exceptions. Professional social media website LinkedIn is the most mentioned after Facebook, and the picture sharing website Instagram is scoring as third. After Instagram the most popular are video sharing website Youtube and Google's own social media website Google+. Significantly less but several times mentioned are MySpace, Blogger, Pinterest, Irc-Galleria and Tumblr. Altogether 24 different social media websites are mentioned by the respondents. Many of the respondents do not mention three different websites which was requested in the question which can imply that they are either not using that many social media websites or they are not aware that the websites they are using are part of the social media. However, the amount of social media websites points out that there are many of them, and much more than are mentioned, which can make it difficult to find time to use them or in choosing which ones to use. This means that Twitter has a lot of competition even if it is different from the other

ones. Twitter needs something that gives it a relative advantage (Kotler, Armstrong, Wong and Saunders, 2008, p.274; Solomon, Bamossy and Askegaard, 2002, p.485-486) over other social media websites and at the moment the service does not seem to be something that young Finnish people are looking for.

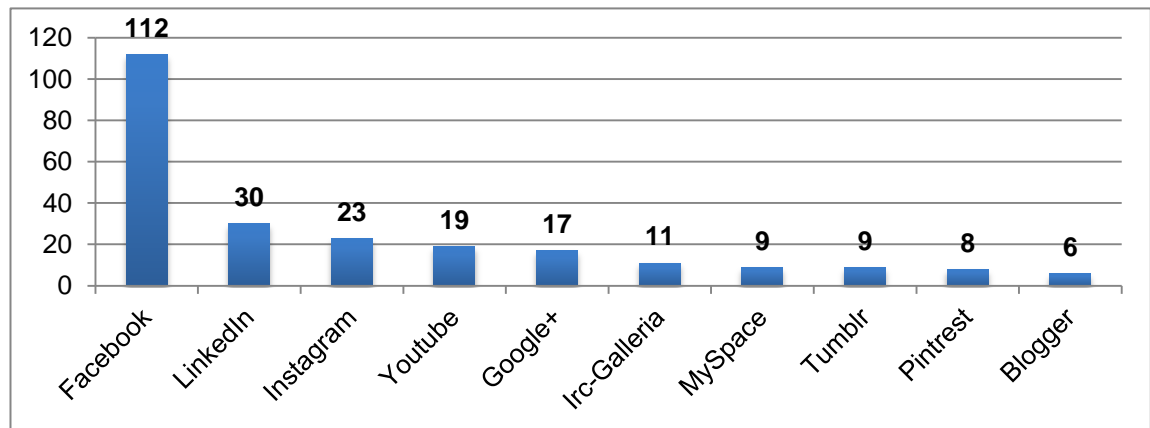


Figure 20. The most mentioned social media website according to the survey.

## 4.2 Limitations

The quantitative survey has certain limitations to it which can compromise the end results of it. These limitations come from the way the survey has been posted online, and only through certain channels, the questions themselves and interpretation of the answers and demographics of the respondents such as sex and age distribution.

The survey was spread through e-mail and social media website Facebook. The e-mail was sent through Helsinki Metropolia University of Applied Sciences intranet Tube to Finnish business students only which means that the respondents reached through this medium are only business students which might have an impact on the answers. Part of them is interested in marketing where social media is starting to be used as well as they are more aware of what companies are doing in general. However, if the survey would have been sent to the whole university, the amount of replies might have been too overwhelming for this study.

Although the posting on Facebook generated some variance on the results, all the group members of the groups in which it was posted still have a common factor which has made them to join the group, and can cause similar answers to the questions or

general opinions, and limit them. Also, Facebook itself is a social media website which indicates that the respondents are already using social media, and their opinions might not reflect those of the people who have decided not to use social media.

The fact that the survey was conducted online limits the respondents to those who have access to the Internet as well to those using either Facebook or are business students in Metropolia. This means that the results are not reflecting the opinions of those who are not using these tools, or have the access to the Internet. Although the survey was only spread through these mediums, it is possible that someone has shared it through other mediums as well, but it would still require Internet access.

Although the questions were aimed to be simple and easy to understand, there might still have been some confusion when answering the questions. Since there was no possibility of clarifying them while the respondents are giving the answers, any confusion cannot be dealt with. Confusion might have caused a slight error marginal on the answers but it can be assumed that most of the respondents were able to understand and answer the questions in the way they were meant to.

Interpretation of the answers themselves is not a very complicated process; however, as it is characteristic for a quantitative research, the answers do not give long specific answers on the motives behind the answer. The interpretation of the reasons behind the answer patterns were left to the analyzer and could have been falsely interpreted.

There was a very uneven distribution of males and females in the respondents as a significantly larger amount of females took the survey. Although the survey results can be divided by sex, better balance of the sexes would have given more accurate results and the percentages were not as comparable as they could have been. Different age groups defined in the survey had large differences between them when comparing the amount of respondents, and the same comparing issues were relevant as in the sex distribution.

Surveys like the one conducted always have limitations, but that does not mean that the results are not representable. Even if there are some limitations to the research, the results are still representable as the amount of answers reached and exceeded the desired number.

## 5 Conclusion and Future Research

### 5.1 Conclusion

The idea of Twitter has not yet found solid ground in Finland, and has not been adopted by the young Finnish population. The quantitative research conducted for this thesis shows that many young Finnish people do not find Twitter needed or useful tool. However, some of them see Twitter being useful and used in the future.

Based on the survey results, many young Finnish people are waiting for Twitter to become more popular which can be related to the diffusion process, stating that Twitter has not yet reached the early majority. Based on the answers of the respondents, and the number of Finnish accounts currently on Twitter (Brynolf, 2013), it can be concluded that Finland is still in the state of early adoption in relation to Twitter. For Twitter to attract more Finnish users, the entertainment area needs more conversation builders to fulfill the needs of a feminine culture.

According to the tipping point theory the process needs three factors to make Twitter tip (Gladwell, 2000, p.15-192); opinion leaders, something that sticks into people's minds and the right circumstances to create positive word-of-mouth which will eventually tip Twitter. Twitter has the potential which its increasing popularity in the world proves but the effecting factors in Finland are still lacking. The next nationwide election could be the tipping factor, or a famous entertainer or a group of them joining Twitter.

Finland has a unique and demanding culture compared to other European countries, and Finland is geographically isolated from the main Europe. These facts do not make it easier for Finnish population to adopt new products. However, due to globalization the cultural gaps are diminishing making cultural effects less visible. The culture should not be ignored and it does have an impact but the effects of globalization cannot be ignored either.

The feminine culture of Finland requires the community feeling which Twitter is unable to provide for Finnish speaking population until there is a comprehensive Finnish speaking user base using Twitter. Higher uncertainty avoidance and lower individualism than other Nordic countries support the fact that Finland is lacking behind in adoption of new products such as Twitter.

Twitter is a fairly new product, and needs certain characteristics to speed up the adoption (Kotler, Armstrong, Wong and Saunders, 2008, p.274; Solomon, Bamossy and Askegaard, 2002, p.485-486). These adoption accelerating factors are consumer perceptions of the product, and if the product is communicated in the right way to the consumers they are more likely to adopt it. There is still a long way for the Finnish young consumer for the adoption to reach early majority but the movement to that direction has already started. The time frame can be difficult to predict but if Twitter follows in the footsteps of Facebook then Twitter should reach higher popularity within the next two years. Twitter is still only raising its popularity in the world but there it is further in the diffusion process and has been rapidly increasing its user base within the past two years. It could be concluded that Twitter has reached the early majority stage in the world.

It seems that the Finnish young consumer is not going look for ways to use Twitter but prefers to follow others. The impact of the group can be seen. Twitter has a very small Finnish speaking population, even when comparing to other Nordic countries (Intellecta corporate, 2013). With the significantly higher number of accounts with location as Finland, it is possible that Finnish Twitterers find it easier to communicate in English as the language allows them to communicate beyond the nation borders. Finnish is not spoken in the world which limits the chances of communicating with people outside of Finland using Finnish. In Facebook for example the situation is different as it is used more for communicating with friends whereas Twitter offers insights into anyone's mind for anyone wishing to follow them.

Bodnar and Cohen (2012, p.3-13) discuss why social media is better for business-to-business companies than business-to-consumer companies. This might be true especially with Twitter as some of the conversation happening in Twitter is very professional, and professionals, and also companies, can read each other's opinions and discuss their interests with other enthusiasts. However, fact is that Twitter is also for leisure use and entertainers, actors, singers, performers, athletes and other famous people collect followers as well, and bring the population to use Twitter. Saarikoski (2013) says that Twitter is addictive, and once the Finnish population is brought to Twitter, marketers can take better advantage of the tool when they are there to stay.



## 5.2 Recommendations for future research

There are many aspects which could be researched further regarding the usage of Twitter by young Finnish speaking people. Brynolf (2013) has made a very good and extensive research on the topic already but to further understand the thoughts towards Twitter, a large scale qualitative research should be carried out to fully understand the topic.

The fact is that rest of the world is further in the adoption of Twitter and if companies want to be forerunners when the adoption furthers in Finland, they will have to start forging a plan for Twitter already now. If companies are using or planning on using Twitter in the future, they should consider the already existing Twitter users which are the innovators and the early adopters who play a key role in bringing in more users. They should create a plan to find out the opinion leaders in their industry, and which key users are already using Twitter and get in contact with these users to establish a relationship and a good base for further developments. If companies wish to use Twitter, they need to understand that the same plan they are using for one social media platform is not likely to work with another. Even if they are both categorized as social media tools, it does not mean they are used in a similar matter.

Twitter is not only used to bring out the company on Twitter itself but it is also good for the search engine optimization value for the company as long as the company uses its name as a user name or in their tweets. This way company ranks higher on search engines and is more likely to be found by consumers increasing awareness.

Twitter adoption could be further studied relating it to other marketing and consumer behavior theories. To create a comprehensive Twitter or social media plan for a company, many other aspects should be considered. Consumers these days have access to unlimited amount of information through Internet and social media, and they are able to communicate with each other through these tools. It is important for companies to understand these online communities, and to be part of them affecting positively on their company image.

The research for this paper focuses on the Twitter use of Finnish speaking consumers under the age of thirty, and the research could be widened to include other age

groups. With qualitative research some of the missing information regarding motives of using or not using Twitter could be discovered. Studying a social phenomenon like Twitter is not simple, and people are not always behaving rationally which makes the study even more difficult.

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## Quantitative survey

Appendix one includes the questions presented in the quantitative survey conducted. The questions were originally in Finnish since the survey was targeting Finnish speaking population.

### Question 1: Age

- -15
- 15-18
- 19-24
- 25-29
- 30-

### Question 2: Sex

- Male
- Female

### Question 3: Do you know what Twitter is?

- Yes
- No
- I am not sure

### Question 4: Do you have a Twitter account?

- Yes
- No

### Question 5: How often do you use Twitter on average?

- I don't use Twitter
- Less than once a month
- Once a month
- Couple times a month
- Once a week
- Several times a week
- Daily

Question 6: What do you use Twitter for? (choose as many as apply)

- I don't use Twitter
- Searching for general knowledge
- Taking part in the conversations
- Communication with friends and family
- Finding information and experiences of products
- Finding information about companies
- Looking for job
- Something else, what?

Question 7: Why are you not using Twitter? (choose as many as apply)

- I use Twitter
- I don't know what Twitter is
- None of my friends are using Twitter
- I don't find Twitter useful
- Twitter does not interest me
- I don't know how to use Twitter
- I don't have time to use Twitter
- Another reason, what?

Question 8: Do you think you will use Twitter in the future?

- Yes, why?
- No, why?

Question 9: Do you know any Finnish companies that use Twitter?

- No
- Yes, name 3 that are most important in your opinion

Question 10: Do you know any other social media websites?

- No
- Yes, which?



## Survey results

Appendix two consists of diagrams drawn from the results of the survey, and are not shown in the text body.

*Question 3: Do you know what Twitter is?*

	Yes	No	I'm not sure	Total
15-19	92 % 23	0 % 0	8 % 2	25
20-24	96.30 % 78	1.23 % 1	2.47 % 2	81
25-29	100 % 30	0 % 0	0 % 0	30
Total	131	1	4	136

Figure 1. Cross tabulation according to age groups.

	Yes	No	I'm not sure	Total
Female	97.96 % 96	0 % 0	2.04 % 2	98
Male	92.11 % 35	2.63 % 1	5.26 % 2	38
Total	131	1	4	136

Figure 2. Cross tabulation according to sex.

*Question 4: Do you have a Twitter account?*

	Yes	No	I'm not sure	Total
Female	97.96 % 96	0 % 0	2.04 % 2	98
Male	92.11 % 35	2.63 % 1	5.26 % 2	38
Total	131	1	4	136

Figure 3. Cross tabulation according to age groups.

	Yes	No	Total
Female	38.14% 37	61.86% 60	97
Male	47.37% 18	52.63% 20	38
Total	55	80	135

Figure 4. Cross tabulation according to sex.

*Question 5: How often do you use Twitter on average?*

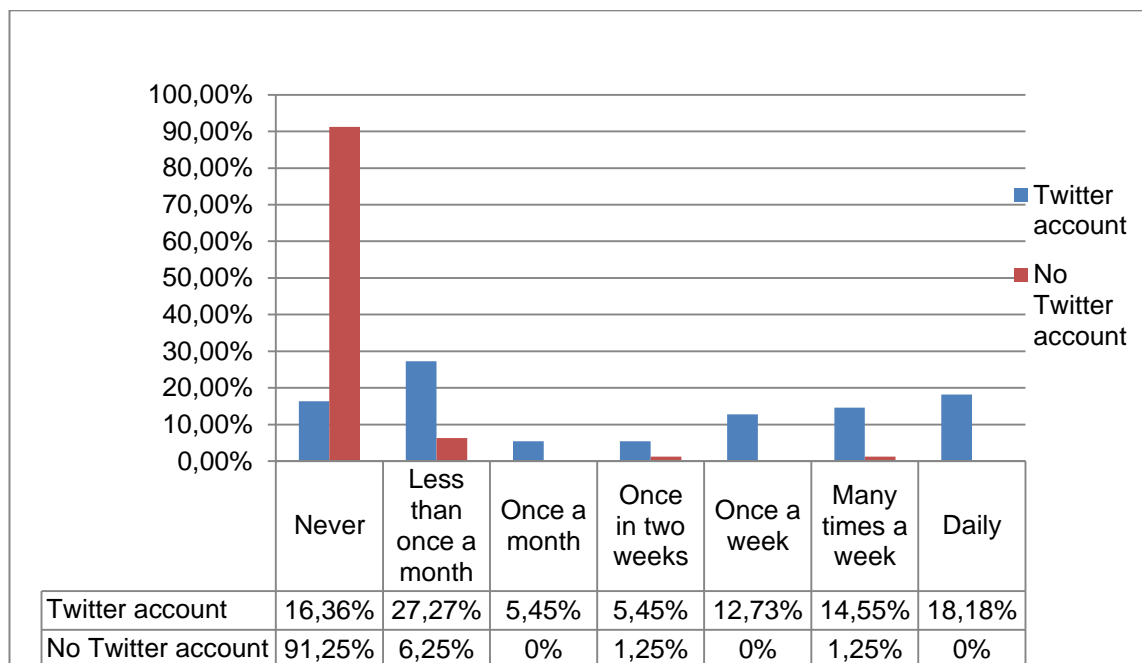


Figure 5. Cross tabulation of Twitter usage according to owning or not owning a Twitter account.

	Never	Less than once a month	Once a month	Once in two weeks	Once a week	Many times a week	Daily	Total
15-19	60% 15	8% 2	0% 0	4% 1	12% 3	8% 2	8% 2	25
20-24	64.20% 52	11.11% 9	3.70% 3	2.47% 2	3.70% 3	6.17% 5	8.64% 7	81
25-29	50% 15	30% 9	0% 0	6.67% 2	3.33% 1	6.67% 2	3.33% 1	30
Total	82	20	3	5	7	9	10	136

Figure 6. Cross tabulation according to age groups.

	Never	Less than once a month	Once a month	Once in two weeks	Once a week	Many times a week	Daily	Total
Female	63.27% 62	13.27% 13	1.02% 1	4.08% 4	5.10% 5	7.14% 7	6.12% 6	98
Male	52.63% 20	18.42% 7	5.26% 2	2.63% 1	5.26% 2	5.26% 2	10.52% 4	38
Total	82	20	3	5	7	9	10	136

Figure 7. Cross tabulation according to sex.

*Question 6: What do you use Twitter for? (choose as many as apply)*

	I don't use Twitter	Searching for general Knowledge	Taking part in the conversations	Communicating with friends and family	Finding information and experiences of products	Finding information about companies	Looking for job	Something else
15 - 19	64% 16	16% 4	16% 4	0% 0	4% 1	0% 0	0% 0	20% 5
20 - 24	66.77% 55	16.87% 14	7.23% 6	6.02% 5	1.2% 1	2.4% 2	0% 0	18.52% 15
25 - 29	50% 17	23.53% 8	8.82% 3	5.88% 2	5.88% 2	2.94% 1	2.94% 1	13.33% 4

Figure 8. Cross tabulation according to age groups.

	I don't use Twitter	Searching for general Knowledge	Taking part in the conversations	Communicating with friends and family	Finding information and experiences of products	Finding information about companies	Looking for job	Something else
Female	67.35% 66	15.31% 15	8.16% 8	5.10% 5	1.02% 1	2.04% 2	1.02% 1	18.37% 18
Male	50% 22	25% 11	11.36% 5	4.55% 2	6.82% 3	2.27% 1	0% 0	15.79% 6

Figure 9. Cross tabulation according to sex.

	Never	Less than once a month	Once a month	Once in two weeks	Once a week	Many times a week	Daily	Total
15-19	60% 15	8% 2	0% 0	4% 1	12% 3	8% 2	8% 2	25
20-24	64.20% 52	11.11% 9	3.70% 3	2.47% 2	3.70% 3	6.17% 5	8.64% 7	81
25-29	50% 15	30% 9	0% 0	6.67% 2	3.33% 1	6.67% 2	3.33% 1	30
Total	82	20	3	5	7	9	10	136

Figure 10. Cross tabulation according to age groups.

	Never	Less than once a month	Once a month	Once in two weeks	Once a week	Many times a week	Daily	Total
Female	63.27% 62	13.27% 13	1.02% 1	4.08% 4	5.10% 5	7.14% 7	6.12% 6	98
Male	52.63% 20	18.42% 7	5.26% 2	2.63% 1	5.26% 2	5.26% 2	10.52% 4	38
Total	82	20	3	5	7	9	10	136

Figure 11. Cross tabulation according to sex.

*Question 7: Why are you not using Twitter?*

	I use Twitter	I don't know what Twitter is	None of my friends are using Twitter	I don't find Twitter useful	Twitter does not interest me	I don't know how to use Twitter	I don't have time to use Twitter	Another reason
15-19	28% 7	0% 0	20% 5	52% 13	36% 9	20% 5	20% 5	4% 1
20-24	20.99% 17	1.23% 1	35.80% 29	59.26% 48	45.68% 37	18.52% 15	3.7% 3	2.47% 2
25-29	33.33% 10	0% 0	16.67% 5	46.67% 14	36.67% 11	16.67% 5	10% 3	0% 0

Figure 12. Cross tabulation according to age groups.

	I use Twitter	I don't know what Twitter is	None of my friends are using Twitter	I don't find Twitter useful	Twitter does not interest me	I don't know how to use Twitter	I don't have time to use Twitter	Another reason
Female	23.47% 23	0% 0	27.55% 27	54.08% 53	40.82% 40	21.43% 21	9.18% 9	3.06% 3
Male	28.95% 11	2.63% 1	31.58% 12	57.89% 22	44.74% 17	10.53% 4	5.26% 2	0% 0

Figure 13. Cross Tabulation according to sex.

	I use Twitter	I don't know what Twitter is	None of my friends are using Twitter	I don't find Twitter useful	Twitter does not interest me	I don't know how to use Twitter	I don't have time to use Twitter	Another reason
Twitter account	58.18% 32	0% 0	18.18% 10	34.55% 19	21.82% 12	9.10% 5	3.64% 2	0% 0
No Twitter account	1.25% 1	1.25% 1	36.25% 29	70% 56	56.25% 45	25% 20	11.25% 9	3.75% 3

Figure 14. Cross tabulation according to owning or not owning Twitter account.

*Question 8: Do you think you will use Twitter in the future?*

	No	Yes
15-19	60% 15	40% 10
20-24	46.91% 38	53.09% 43
25-30	43.75% 14	56.25% 18

Figure 15. Cross tabulation according to age groups.

	No	Yes
Female	50% 50	50% 50
Male	44.74% 17	55.26% 21

Figure 16. Cross tabulation according to sex.

	No	Yes
Twitter account	38.18% 21	65.45% 36
No Twitter account	57.50% 46	42.50% 34

Figure 17. Cross tabulation according to owning or not owning Twitter account.

*Question 9: Do you know any Finnish companies that use Twitter?*

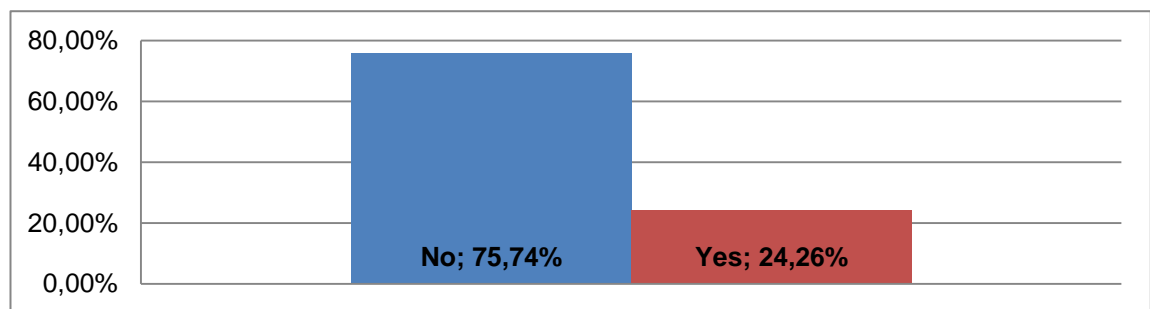


Figure 18. Do you know any Finnish companies that use Twitter? All respondents.

	No	Yes
15-19	96% 24	4% 1
20-24	72.84% 59	27.16% 22
25-29	66.67% 20	33.33% 10

Figure 19. Cross tabulation according to age groups.

	No	Yes
Female	78.57% 77	21.43% 21
Male	68.42% 26	31.58% 12

Figure 20. Cross tabulation according to sex.

	No	Yes
Twitter account	58.18% 32	41.82% 23
No Twitter account	88.75% 71	11.25% 9

Figure 21. Cross tabulation according to owning or not owning a Twitter account.

*Question 10: Do you know other social media websites?*

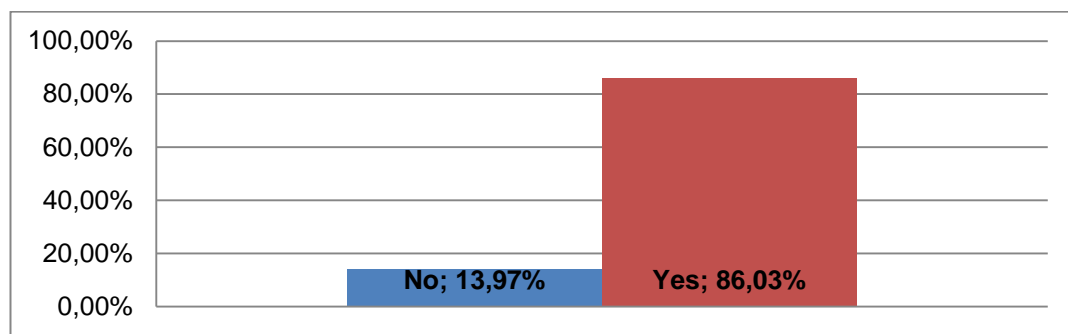


Figure 22. Do you know other social media websites? All respondents.

	No	Yes
15-19	16% 4	84% 21
20-24	13.58% 11	86.42% 70
25-29	13.33% 4	86.67% 26

Figure 23. Cross tabulation according to age groups.



	No	Yes
Female	8.16% 8	91.84% 90
Male	28.95% 11	71.05% 27

Figure 24. Cross tabulation according to age groups.